

Keana

Visuele identiteit



8 juni 2022

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Recap merkessentie

Logo

Kleurgebruik

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Voorbeelden van toepassing

Why

Let it roll.

How

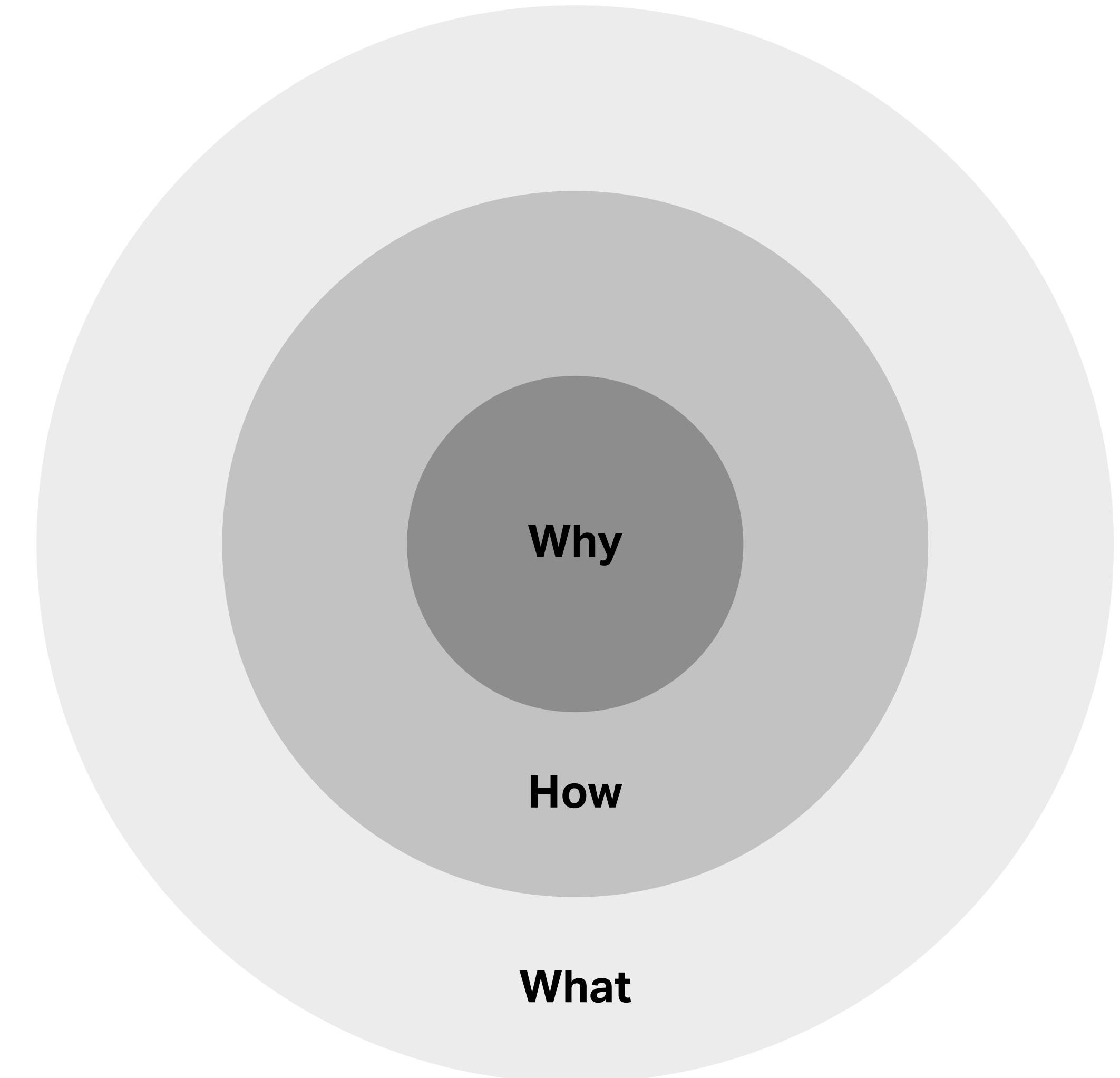
When it comes to **optimizing** things in logistics, we **always** look at the bigger picture. This leads to a logistics platform that improves efficiency by default and is **human** at the same time.

What

Regain a full view on your logistics chain.

Core values

Always optimizing & human

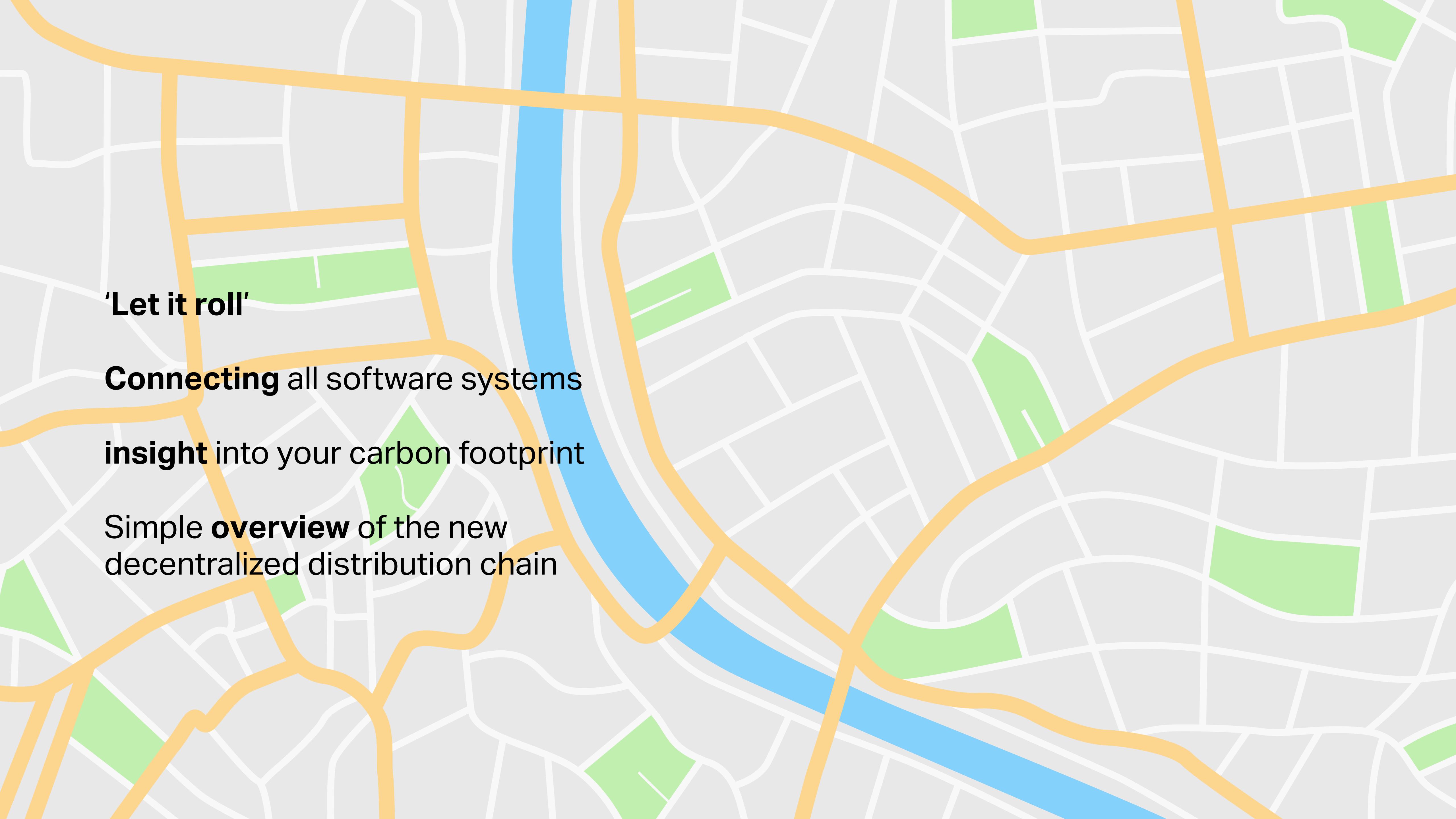


'Let it roll'

Connecting all software systems

insight into your carbon footprint

Simple **overview** of the new
decentralized distribution chain



'Let it roll'

Connecting all software systems

insight into your carbon footprint

**Simple *overview* of the new
decentralized distribution chain**





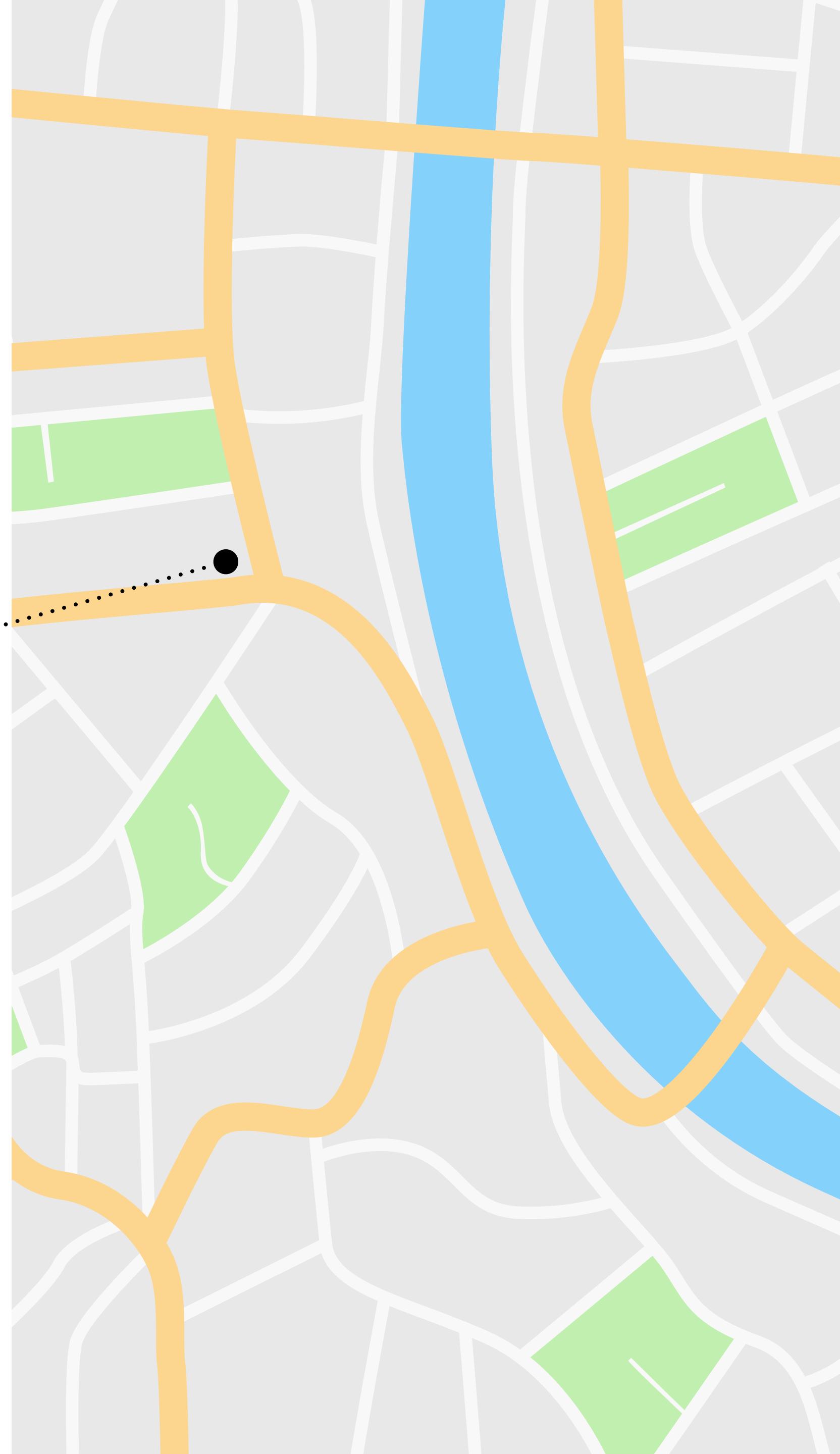
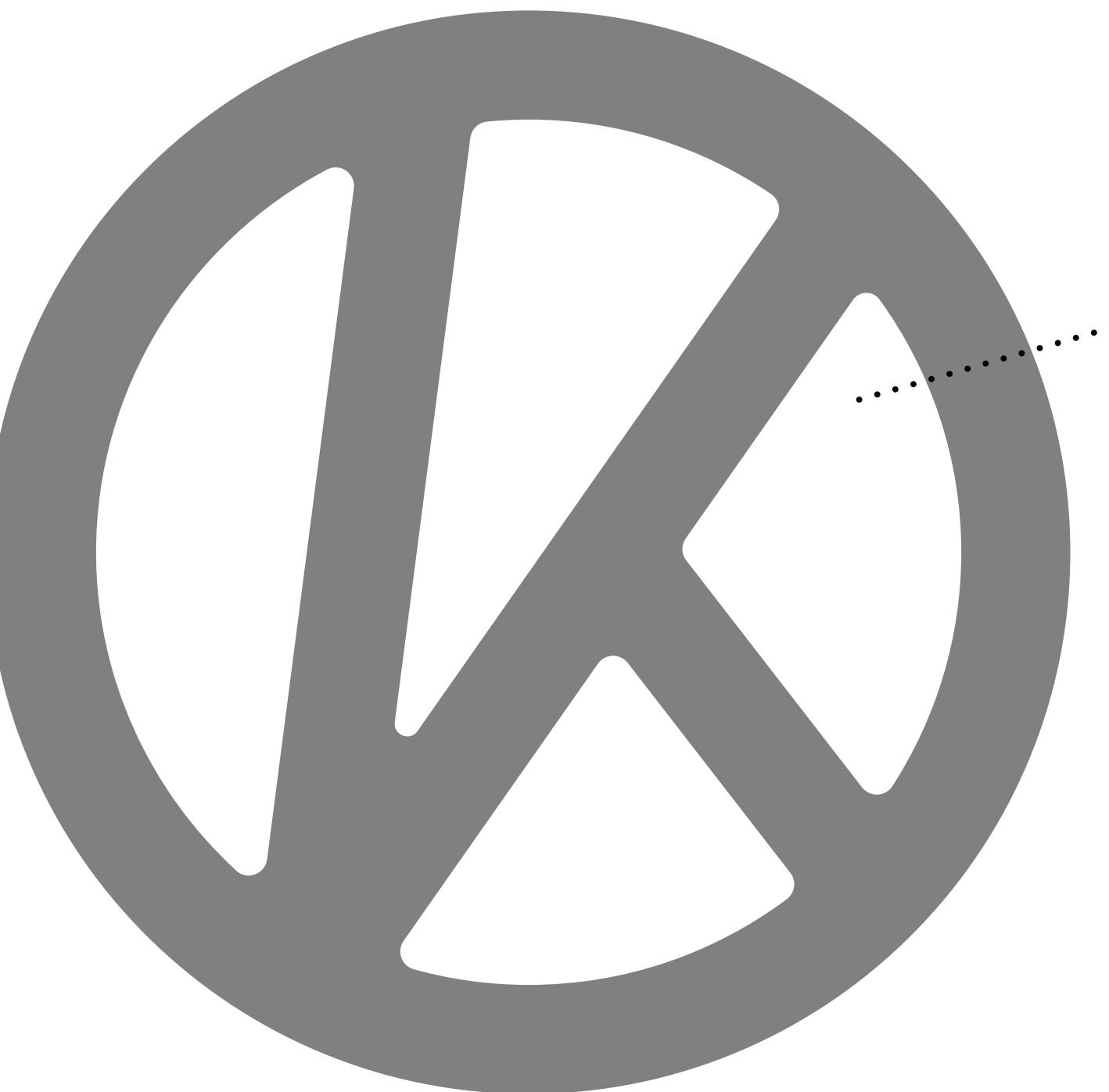






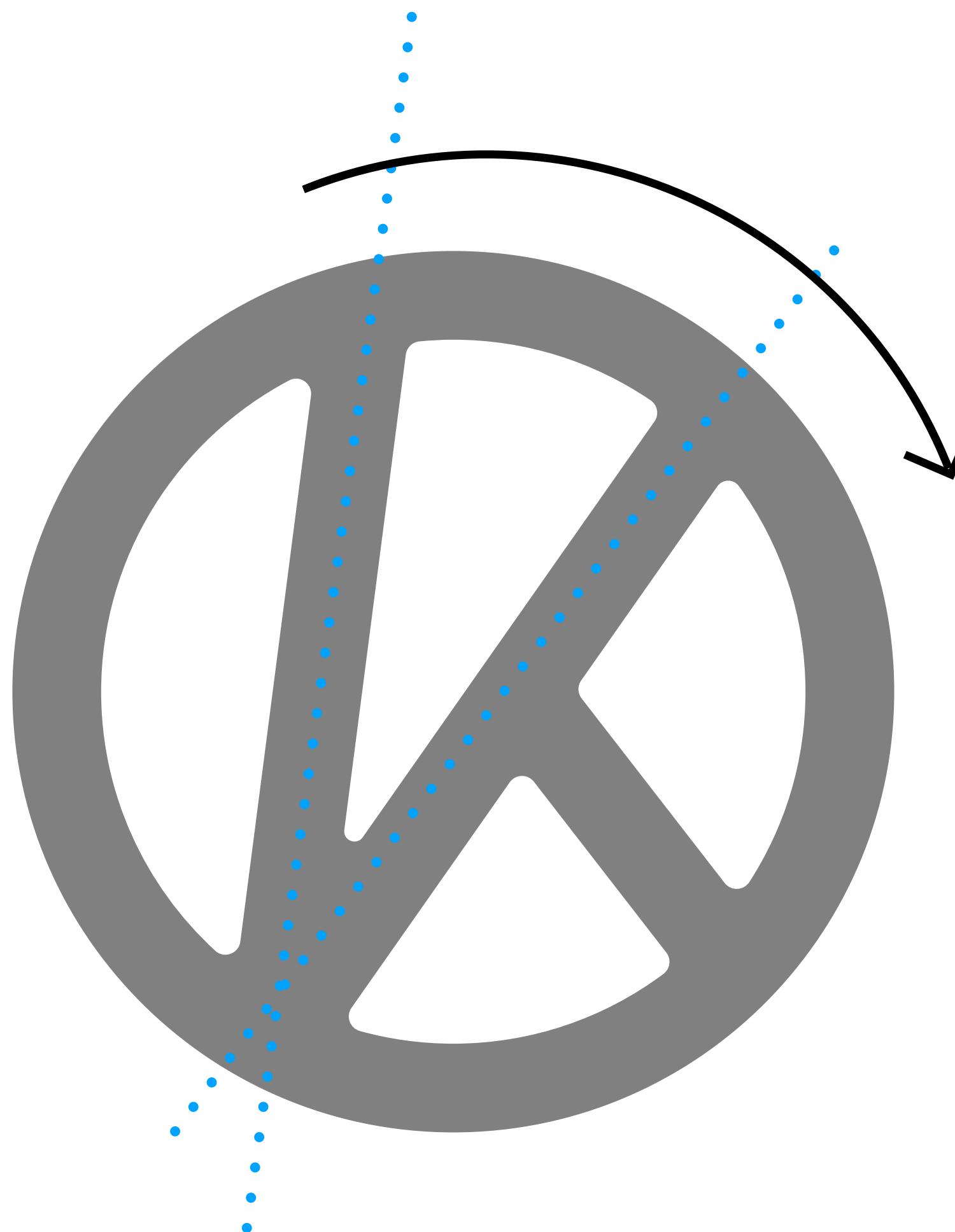
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**K logo inspired by
a city map**
Keep an eye on your
logistics chain



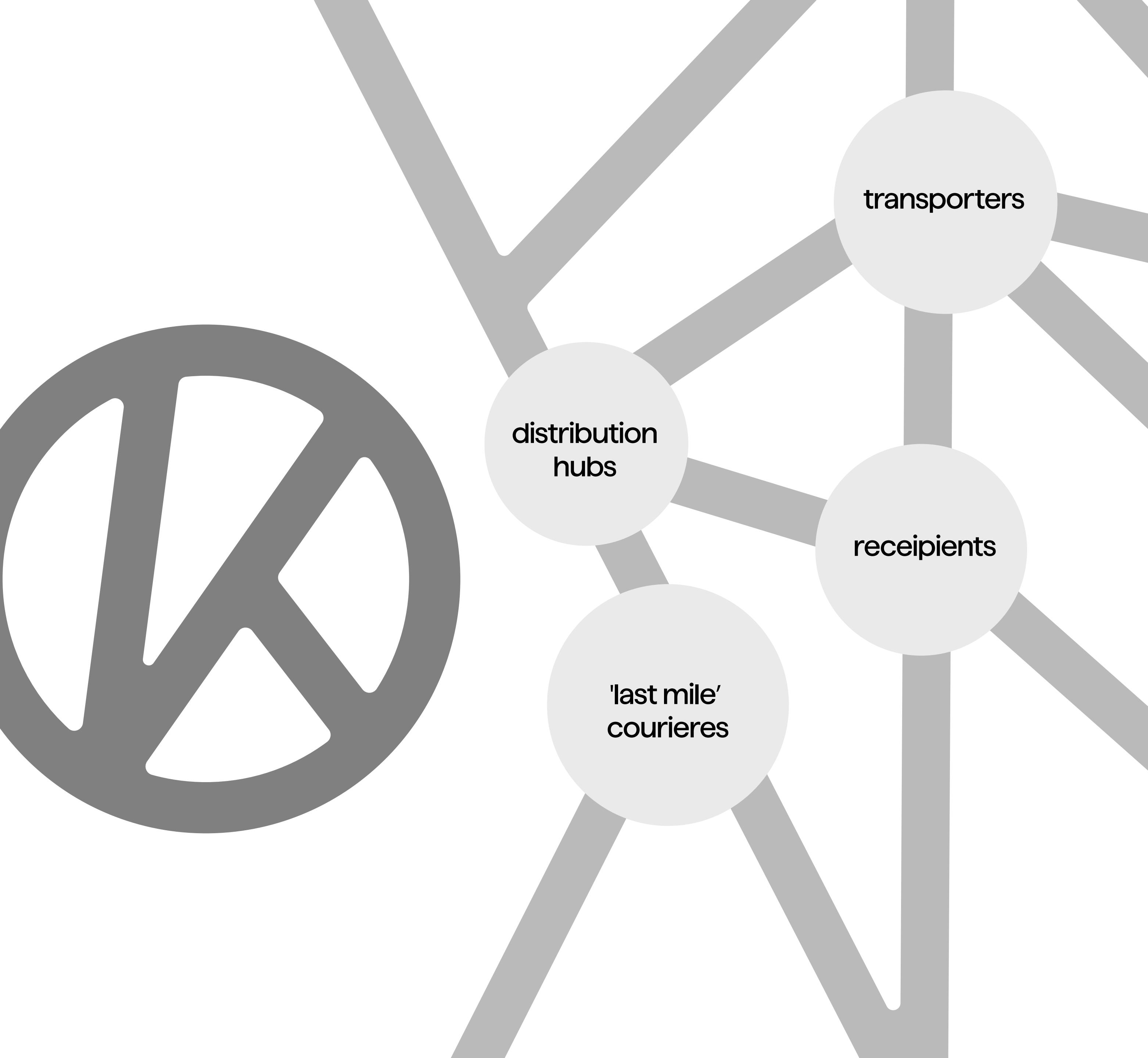
'Let it roll'

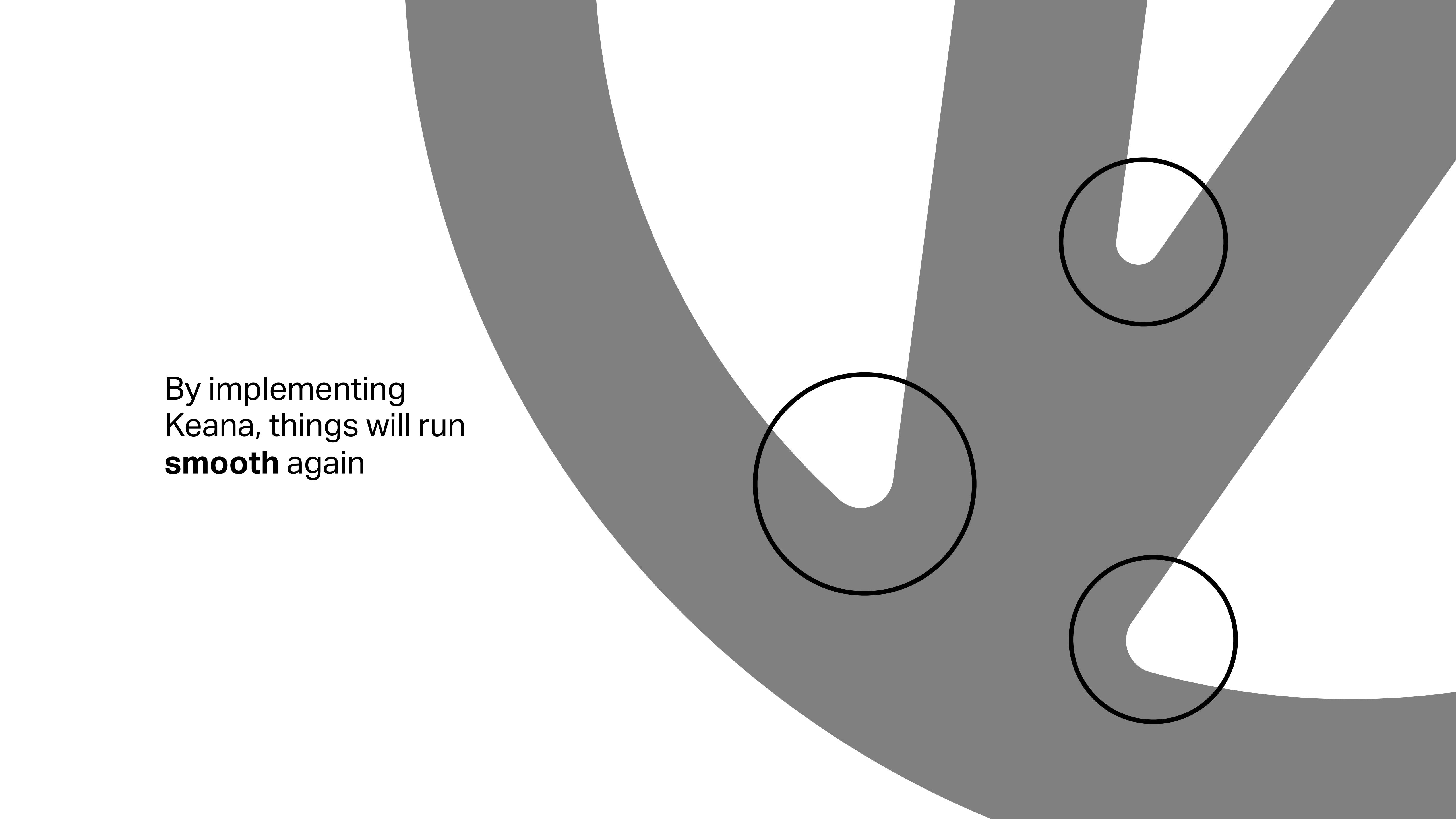
Logomark is drawn
in a way that
suggests forward
movement



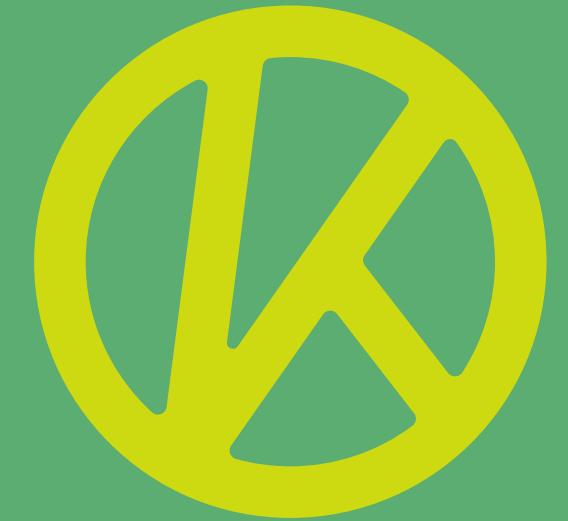


Connect all steps in
the distribution chain
& all in the logistic
software systems
used in the process





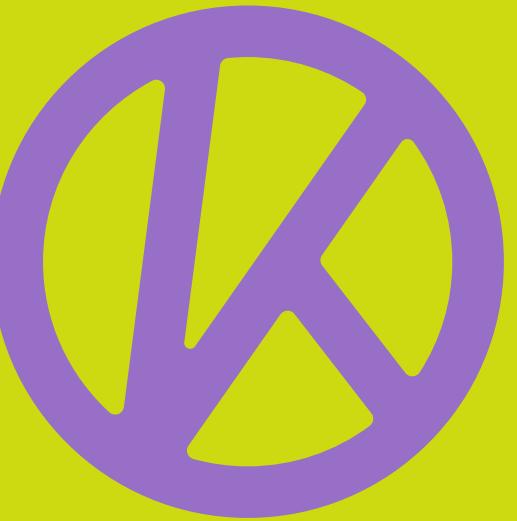
By implementing
Keana, things will run
smooth again



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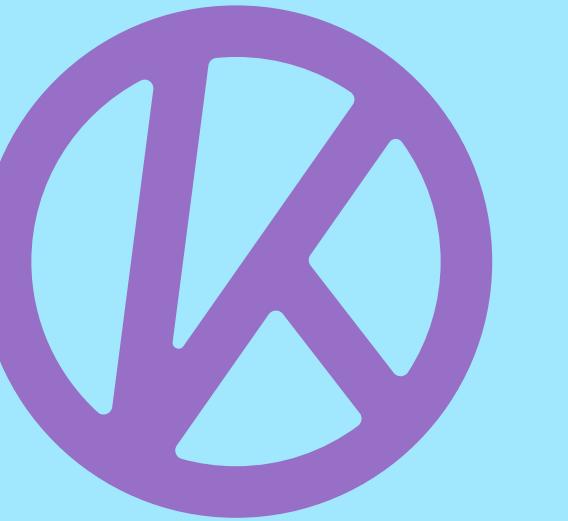
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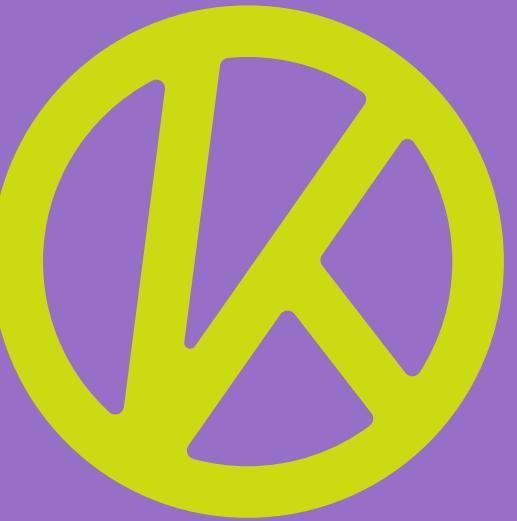
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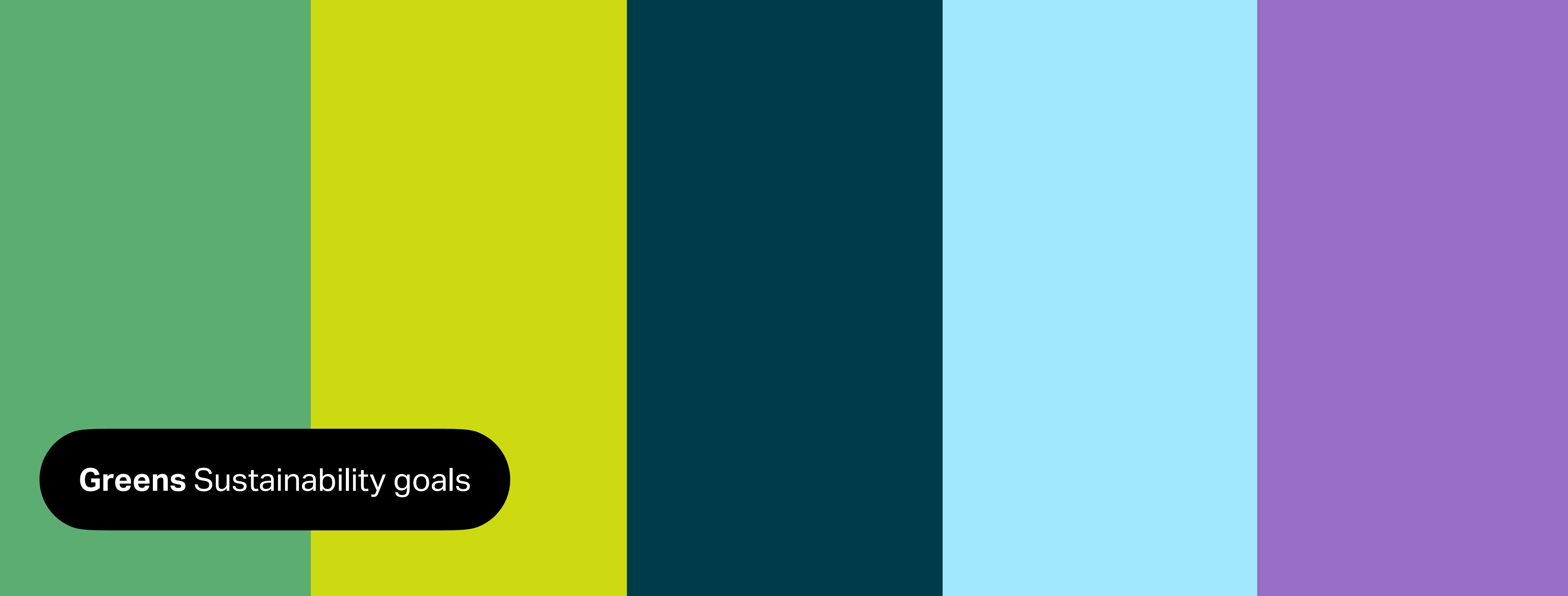


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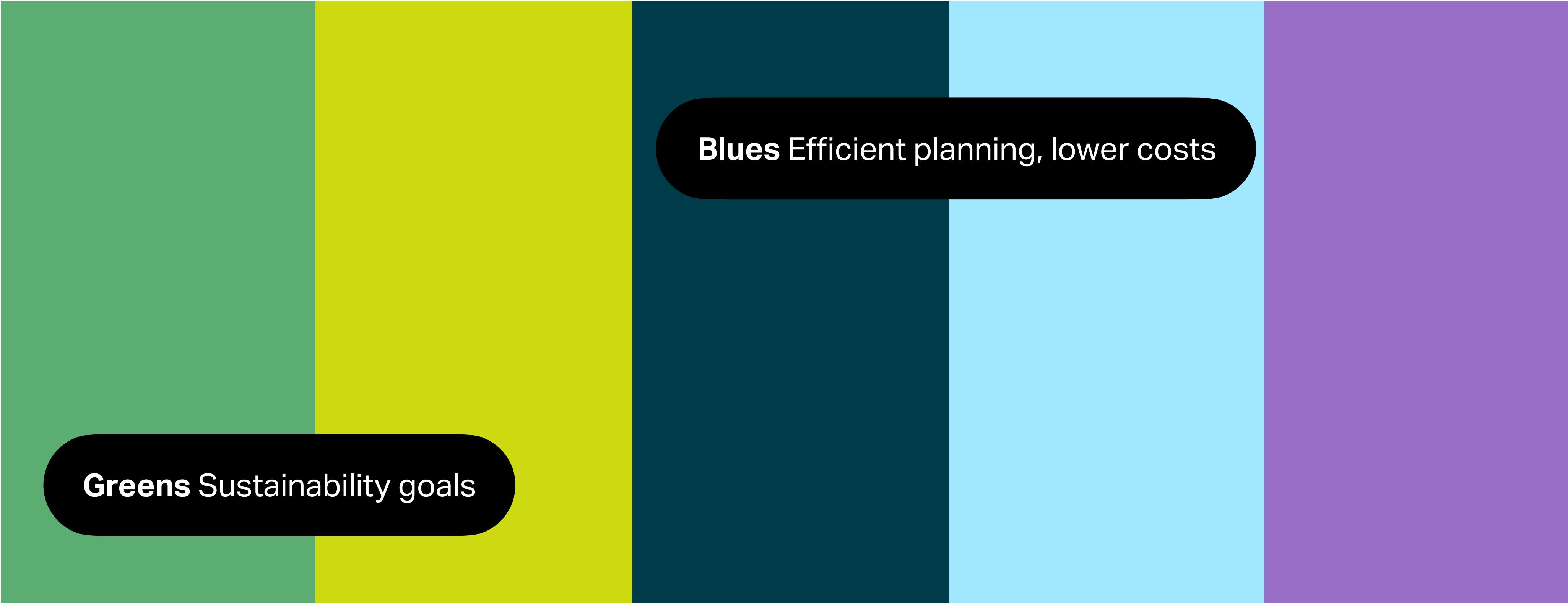


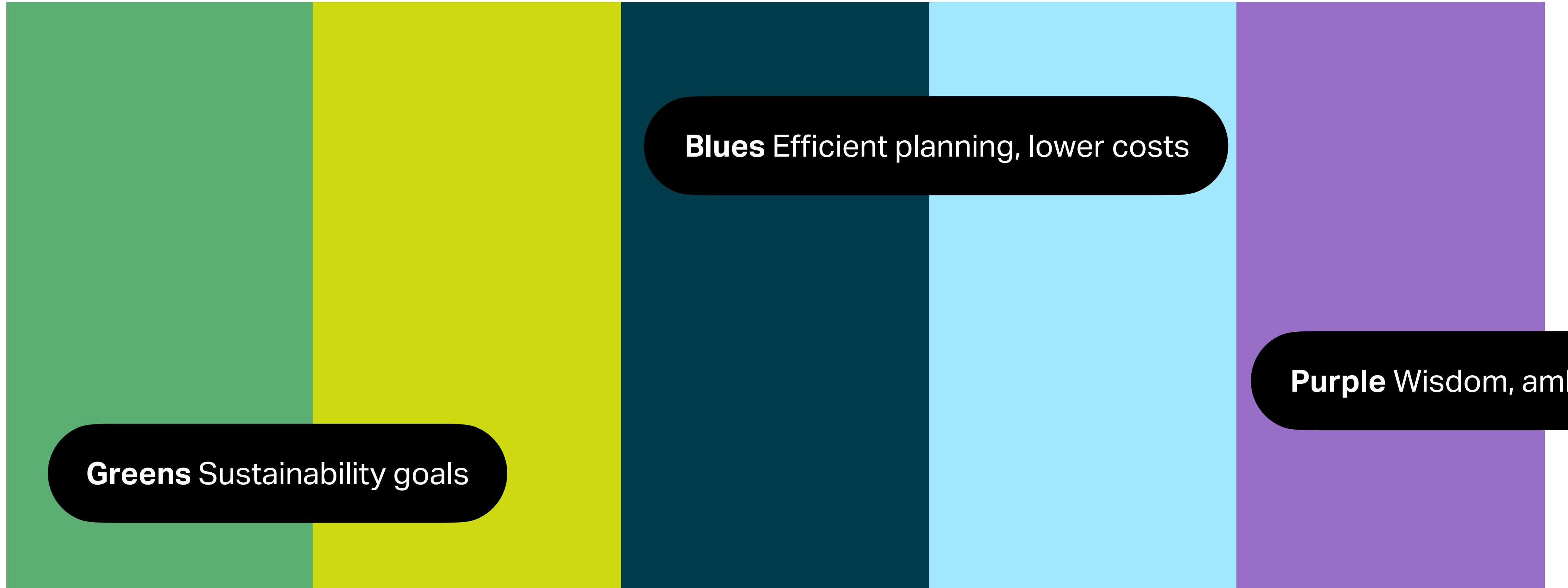
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Greens Sustainability goals





Greens Sustainability goals

Blues Efficient planning, lower costs

Purple Wisdom, ambition

keana bogfj

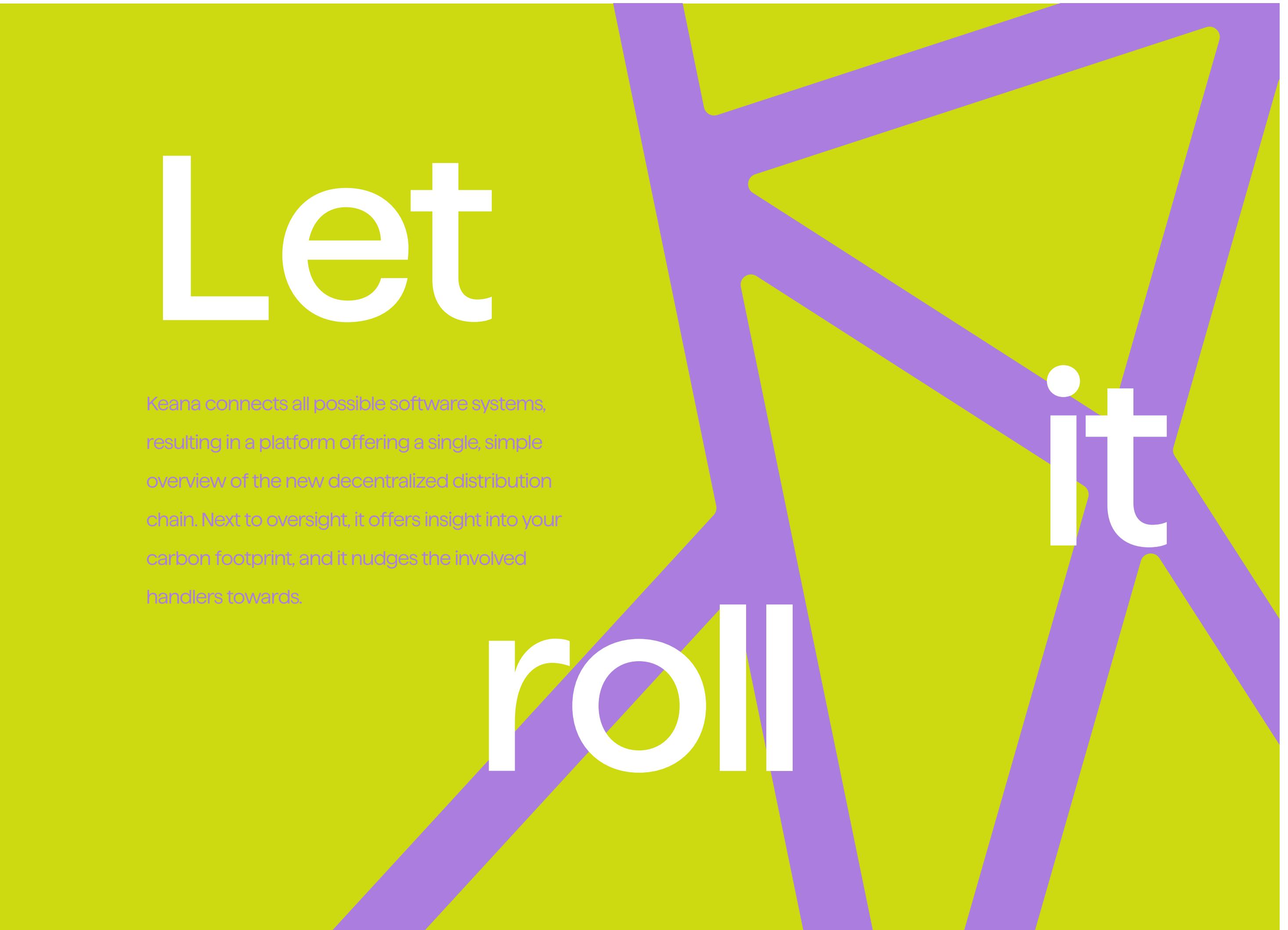
Haffer XH
Medium

Regain a full view on your logistics chain.

Haffer XH
Regular

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Visual language
Inspired by the
logomark

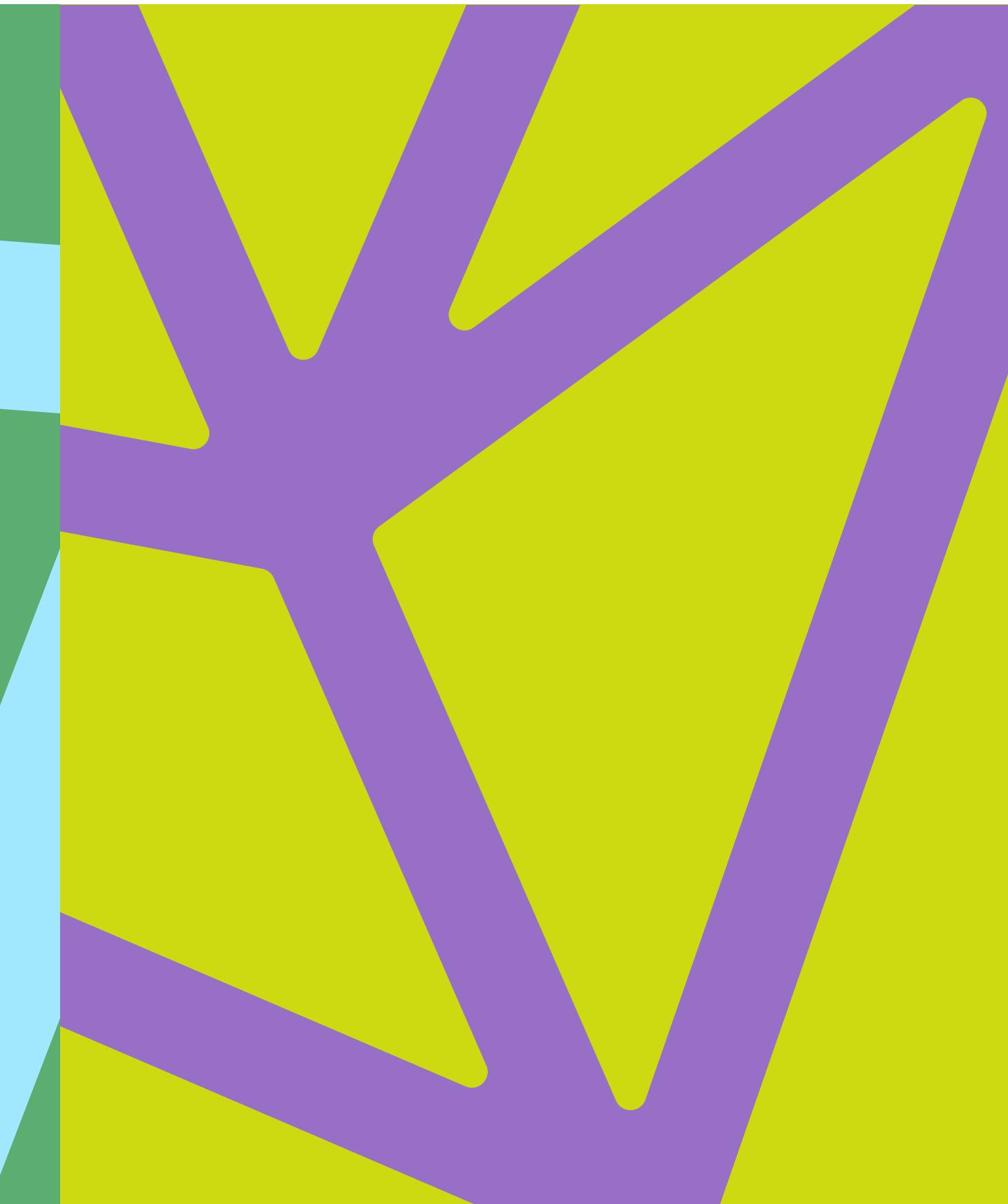




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Let
it
roll





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Regain a full view on your logistics chain.

Keana connects all possible software systems, resulting in a platform offering a single, simple overview of the new decentralized distribution chain. Next to oversight, it offers insight into your carbon footprint, and it nudges the involved handlers towards.

Let it roll.

www.keana.io

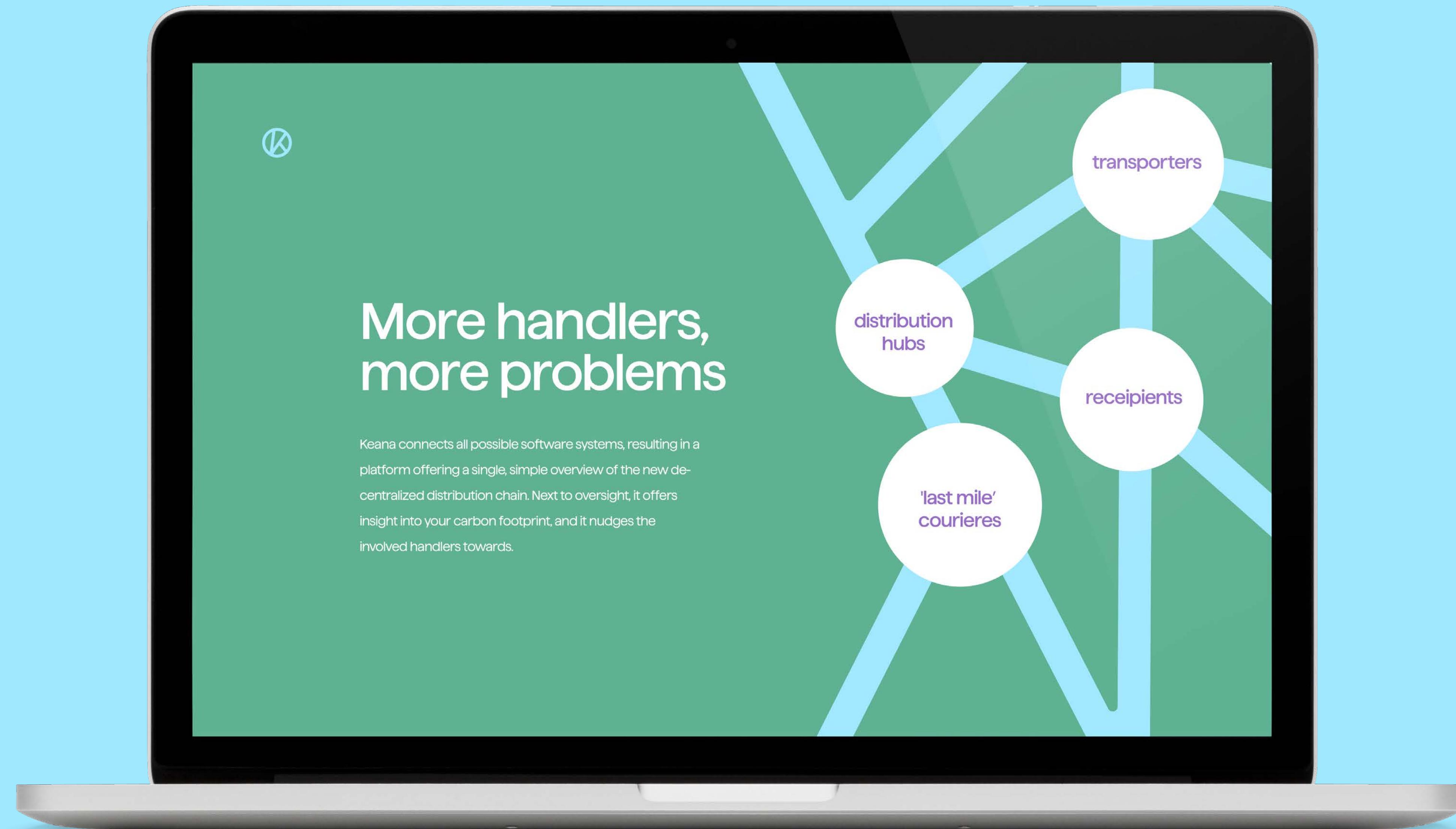


cases



Regain a full
view on your
logistics chain.

Utrecht, 8 june 2022





Keana is the solution: manage your shipments through all handlers

Keana connects all possible software systems, resulting in a platform offering a single, simple overview of the new decentralized distribution chain. Next to oversight, it offers insight into your carbon footprint, and it nudges the involved handlers towards.







Regain a full
view on your
logistics chain.





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About

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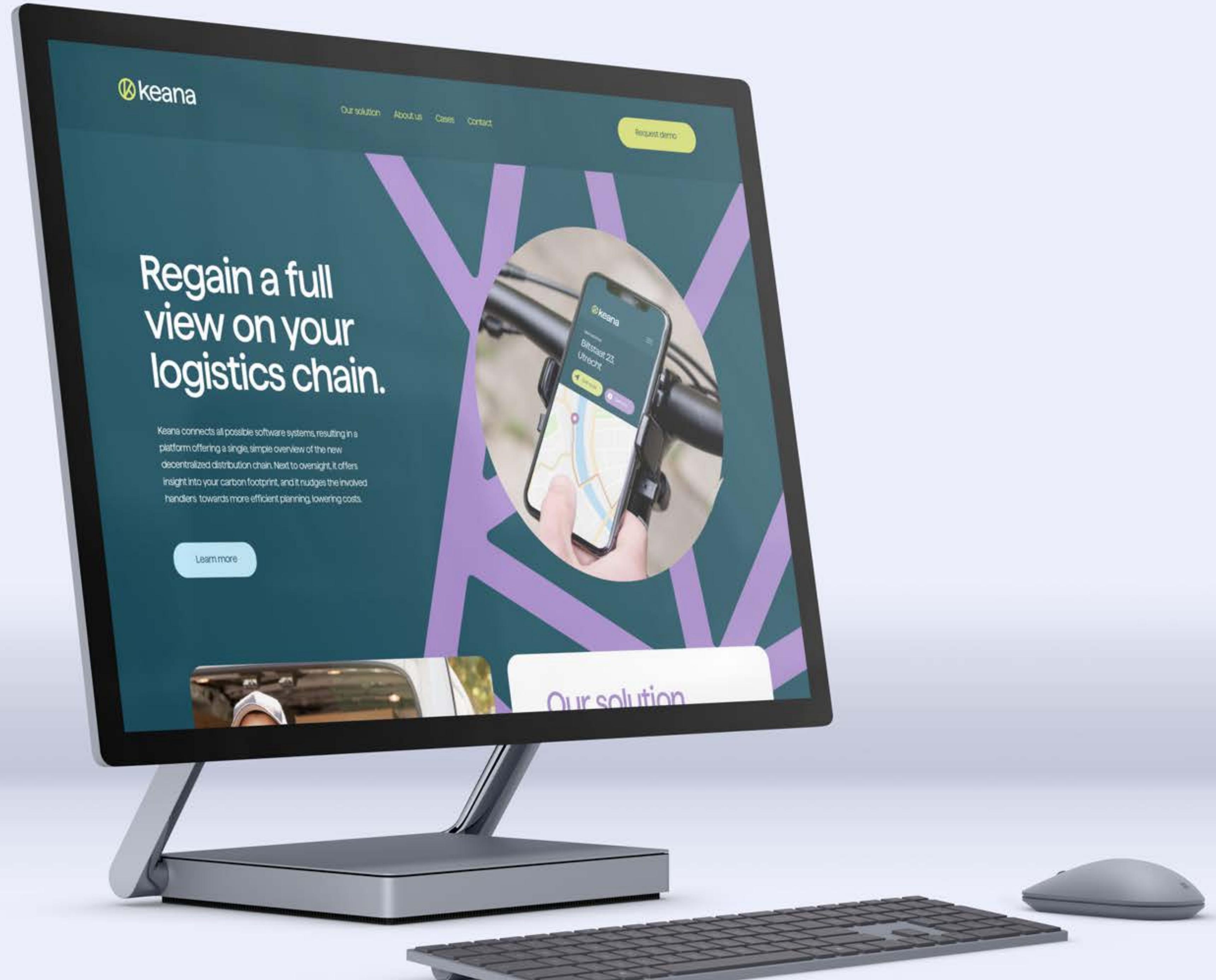
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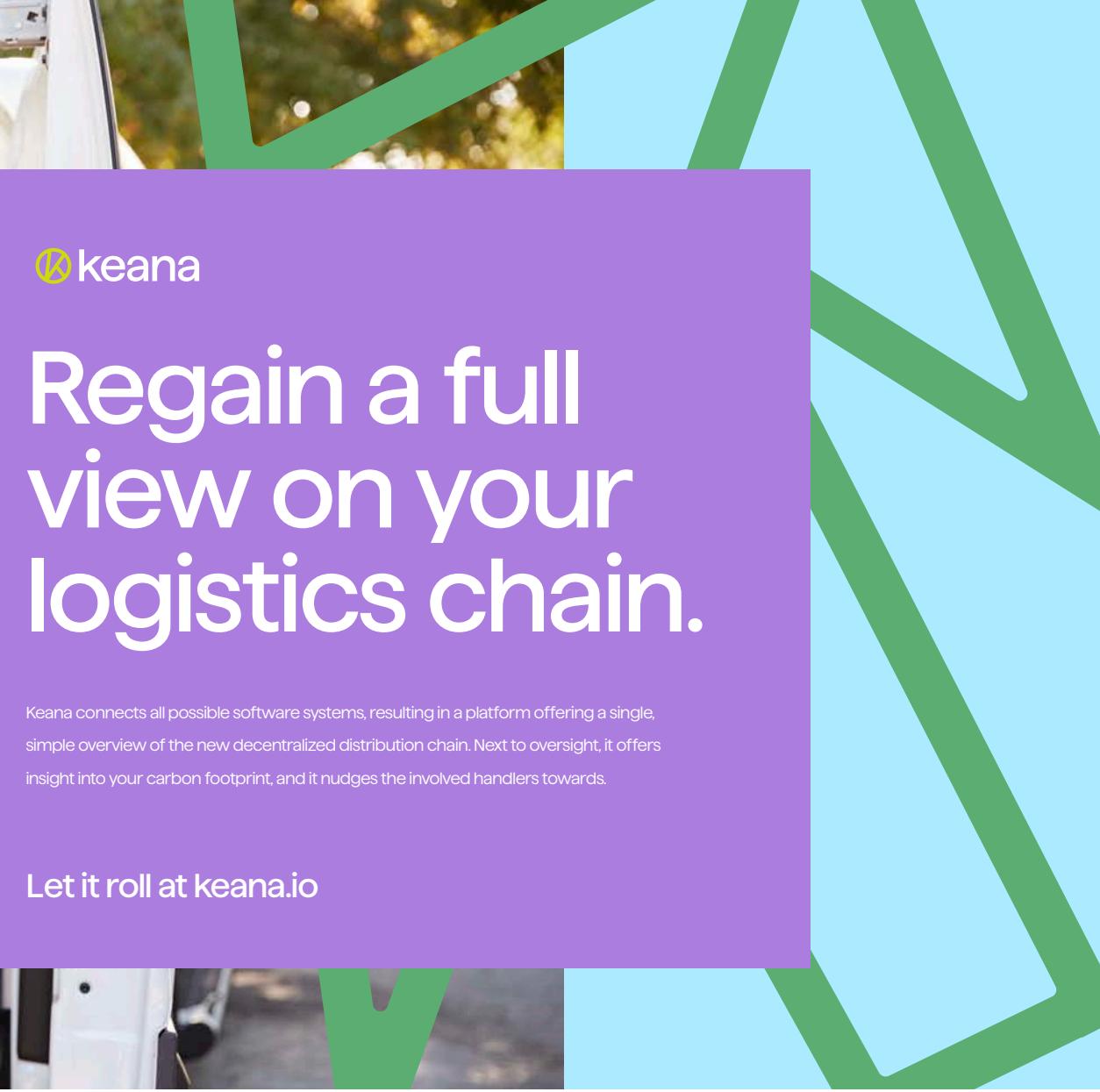
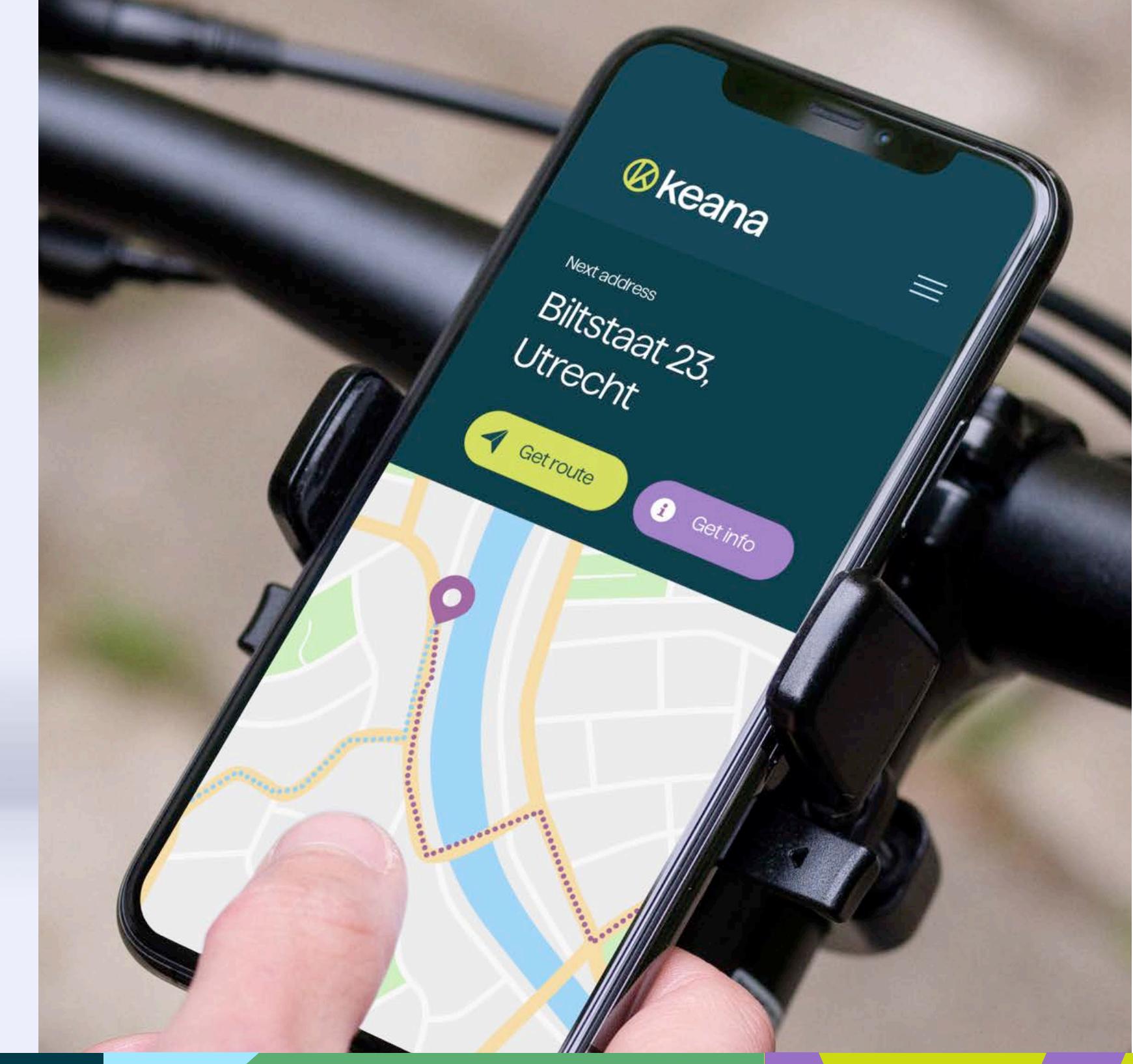
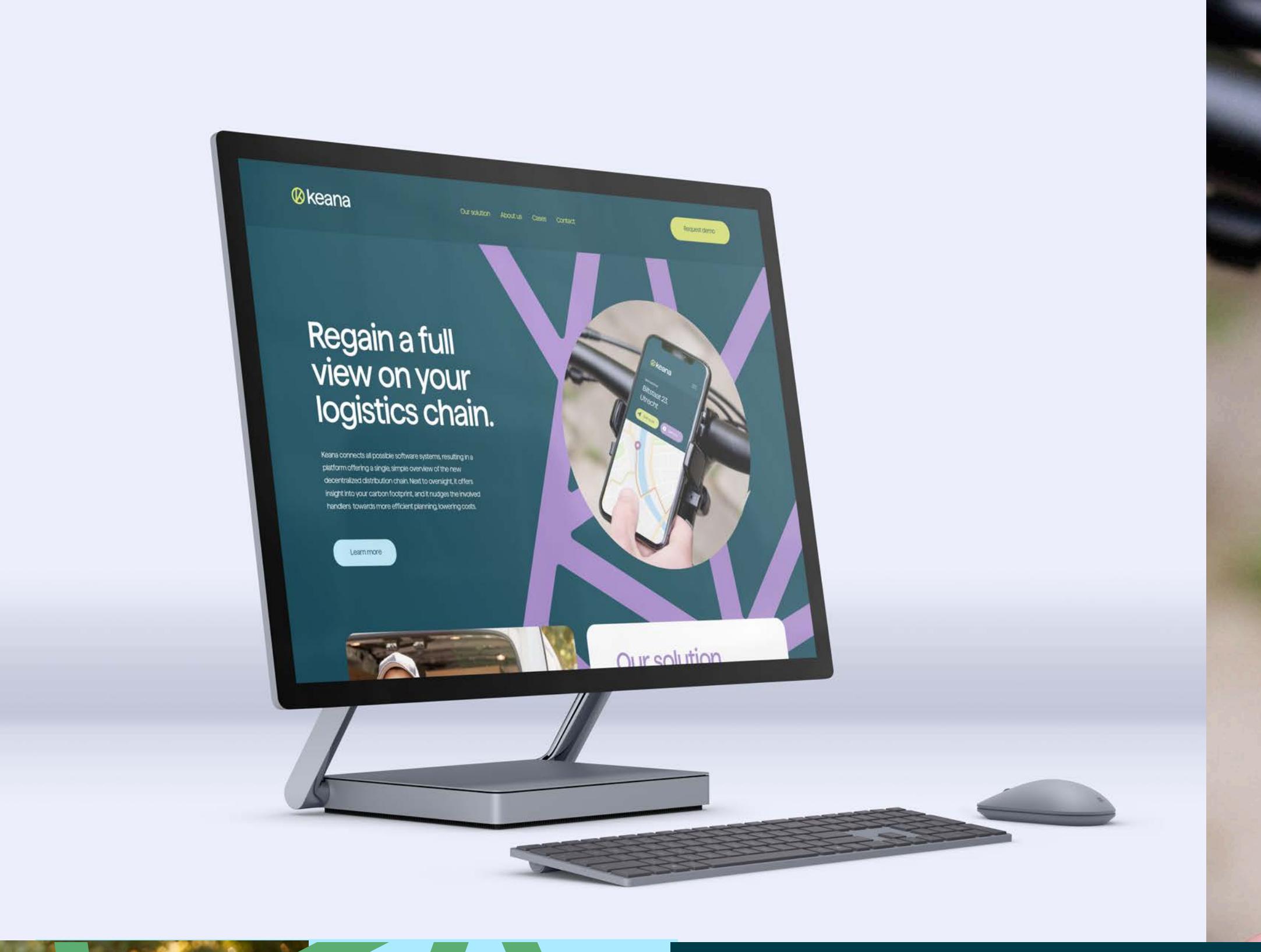
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Keana connects all possible software systems, resulting in a platform offering a single, simple overview of the new decentralized distribution chain





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